

Chapter 1 : Retail Manager Training Programs | Retail Management Courses

The Friedman Group's retail training courses for store managers and district managers help retailers take productivity to the next level. Our retail manager training programs shapes up your retail store's manager to achieve the particular success that your business targets.

However in certain cases the selection might depend on the merchandise available in the store. A store specializing in female lingerie would prefer a female store manager as she would be more comfortable with the female buyers. He not only has to hire the right candidates for the store but also train them for their overall development. He must ensure that all the employees floor manager, department manager, cashier and so on contribute to their level best for the effective functioning of the store. He must act as a strong pillar of support and stand by his team at the hour of crisis. It is his duty to acquaint his team members with the latest trends in fashion or any other newly launched retail software. It is his responsibility to delegate responsibilities to his subordinates according to their specializations and extract the best out of them. The store manager must motivate his team members from time to time. The store manager must make sure his store is meeting the targets and earning profits. He is responsible for the smooth and effective functioning of the store. The store manager is responsible for maintaining the overall image of the store. It is his duty to sensibly display the merchandise so that it immediately catches the attention of the customers. The store manager must ensure that his store meets the expectations of the customers and lives up to its predefined brand image. The store is kept clean Shelves and racks are properly stocked and products do not fall off the shelves. Mannequins are kept at the right place to attract the customers into the store and rotated frequently. The merchandise should be according to the season as well as the latest trends. The store is well lit, ventilated and offers a positive ambience to the customers. The signage displaying the name and logo of the store is installed at the right place and viewable to all. One of the major responsibilities of the store manager is to make the customers feel safe and comfortable in the store. It is his key responsibility to make sure that the customer leaves the store with a pleasant smile. He is responsible for managing the assets of the store. The security and safety of the store is his responsibility. He along with his subordinates are responsible for planning, managing profit and loss, handling cash at the store as well as collating daily sales as well as other necessary reports. He must ensure that the store is free from pilferage.

Chapter 2 : How to be a great retail manager

Retail Management Training: Mobile Learning Program Overview. Based on MOHR Retail's Retail Store Leadership (RSL) workshop, the leadership program that has been used to successfully train over 20, retail managers and supervisors in the classroom, Retail Store Leadership Online Training (RSL OLT) brings the concepts to a mobile format accessible via phone, tablet, or desktop.

But amongst your dancing and celebrations, part of you still might be nervous about your new management job. How do you be a good manager without appearing to be an embarrassing try-hard with the assertiveness of a doormat or an unapproachable dragon with the temper of an angry rottweiler? Read our job profile. How to keep the team happy. So how do you keep your staff happy while still getting their respect? Your staff have a life outside work, so take an interest in it. Keep them in the loop: Hold regular meetings and update everyone with sales performances, highlighting positive things and drawing them to what needs more attention. If you go to an important meeting, give them an overview of what was discussed and, in particular, any new policies that may impact on them. If in doubt, just remember how you liked to be treated before you became a manager. Or you can just read our guide on how to motivate your team members. There are several different styles of management you can try. Hands-on management Kay Herniman, manager of Fred Perry in Manchester, has worked in retail management for many years, including working in fashion jobs in Oasis and Selfridges. I always help unload deliveries and have been known to clean the toilets! As long as you know what needs to be done, you can designate the best person for the each job and your store will still run efficiently. Calm and collected Stay calm in a crisis and leave the excitement to your staff; remember if anything goes wrong the staff will look to you to lead the way. One manager admitted she always found it exciting in the past when there was heavy snow as it gave her an excuse to be late for work. When she became a manager she realised what an immature attitude it was and now stands by the motto, if she can get to work on time then all her members of staff should also be able to. Despite your personal relationships with your team, as harsh as it may sound, your loyalty is to your company, and so you must behave professionally until the end of the work day. Kay also recalls the common problem of managing colleagues you used to work alongside with. Always do this in private and be firm but fair, tread carefully and try to make your criticism constructive. As a manager, you are fundamentally responsible for the whole team. You are the voice of reasoning for the group when dealing with company-wide issues. If your team let you down, you have to take it on the chin, but equally if they do well, you can be credited with the success “and that is the most rewarding part of the job.

Chapter 3 : Retail Store Operations

Help your employees stay at the top of their games. If you're looking to improve staff performance, this post tackles retail staff training and offers expert-backed tips, pointers, and examples to ensure your employees perform at their best.

VapeRite offers high-end retail store experiences, staffed with knowledgeable associates dedicated to education and training, offering only the best quality products and delivering superior customer service. Completes store operational requirements by scheduling and assigning employees. Maintains store staff by recruiting, selecting, orienting and training employees. Manages performance results by coaching, counseling, planning, monitoring and appraising staff job results. Conveys all store information to employees, other managers and business owners. Attends management meetings on a regular basis. Monitors store inventory and ensures availability of merchandise. Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand the service needs. Secures merchandise by managing security systems and security measures. Protects employees and customers by providing a safe and clean store environment. Maintains the stability and reputation of the store by complying with all legal requirements. Oversee the placement and inventory of new products. Maintains operations by initiating, coordinating, and enforcing programs, operational and personnel policies and procedures. Markets merchandise by studying, advertising, sales promotions, and display plans; analyzing operations and financial statements for profitability ratios. May have to travel to other store locations. Withhold a strong presence on social media. Strategize and assist in planning of future sales and promotions. Forecasting of local traffic and sales. Work all areas of the store, including some Staff responsibilities. Lead by example and create an enjoyable work environment for employees. Fill in for other store management as needed. Periodically attend Trade Shows.

Chapter 4 : Retail Management Training - Free Training Guide for Trainers & Managers

clerks, and even store and assistant store managers play a key part in making your operation a success. On the following pages, you will find a comprehensive and easy-to-read guide about what.

Retail Store Operations Store Atmosphere The store must offer a positive ambience to the customers for them to enjoy their shopping and leave with a smile. The store should not give a cluttered look. The products should be properly arranged on the shelves according to their sizes and patterns. Make sure products do not fall off the shelves. There should be no foul smell in the store as it irritates the customers. The floor, ceiling, carpet, walls and even the mannequins should not have unwanted spots. Never dump unnecessary packing boxes, hangers or clothes in the dressing room. Make sure the customers are well attended. **Cash Handling** One of the most important aspects of retailing is cash handling. It is essential for the retailer to track the daily cash flow to calculate the profit and loss of the store. Cash Registers, electronic cash management system or an elaborate computerized point of sale POS system help the retailer to manage the daily sales and the revenue generated. Do not allow customers to carry more than three dresses at one time to the trial room. Install CCTVs and cameras to keep a close watch on the customers. Each and every merchandise should have a security tag. Ask the individuals to submit carry bags at the security. Make sure the sales representative handle the products carefully. Clothes should not have unwanted stains or dust marks as they lose appeal and fail to impress the customers. Install a generator for power backup and to avoid unnecessary black outs. Keep expensive products in closed cabinets. Instruct the children not to touch fragile products. The customers should feel safe inside the store. Greet customers with a smile. Assist them in their shopping. The sales representatives should help the individuals buy merchandise as per their need and pocket. The retailer must not oversell his products to the customers. Let them decide on their own. Give the individual an honest and correct feedback. If any particular outfit is not looking good on anyone, tell him the truth and suggest him some better options. Never compromise on quality of products. Remember one satisfied customer brings five more individuals to the store. Word of mouth plays an important role in Brand Promotion. **Refunds and Returns** Formulate a concrete refund policy for your store. The store should have fixed timings for exchange of merchandise. Never exchange products in lieu of cash. Never be rude to the customer, instead help him to find something else. **Visual Merchandising** The position of dummies should be changed frequently. There should be adequate light in the store. Change the burned out lights immediately. Choose light and subtle colours for the walls to set the mood of the walk-ins. Make sure the signage displays all the necessary information about the store and is installed at the right place visible to all. The customers should be able to move and shop freely in the store. The retail store should be well ventilated. **Training Program** The store manager must conduct frequent training programs for the sales representatives, cashier and other team members to motivate them from time to time. Every retail chain should have its own warehouse to stock the merchandise. Take adequate steps to prevent loss of inventory and stock.

Chapter 5 : Successful Store Managers at Dollar General | Training Magazine

This free training guide provides managers with lots of tips and techniques for holding courageous conversations with their staff around lateness, poor attitude, lack of motivation, lack of customer care and so on.

Chapter 6 : Retail Store Manager Salary | PayScale

Retail Management Training Programs. It does not matter if you own one store, ten stores, or a thousand retail locations, your results will only be as strong as the key retail management personnel at each level of your organization.

Chapter 7 : Retail store manager in training Jobs In Hoover, al | OPT Nation

As a retail consultant I can assure you that choosing and training your retail store manager is your biggest task (after you train them to sell)in making sure your store runs smoothly on a daily basis. On one hand, good managers are born and not made. On the other hand, a great retail manager is.

Chapter 8 : Retail Management Training Onsite | Store Managers | Mohr Retail

The store manager must conduct frequent training programs for the sales representatives, cashier and other team members to motivate them from time to time. It is the store manager's responsibility to update his subordinates with the latest softwares in retail or any other developments in the industry.

Chapter 9 : VapeRite Hiring Store Managers and Retail Associates In Georgia - Guide To Vaping

If this is your first time in a management role,you've probably been training as an assistant manager, so are well aware of the misconceptions of a manager's duties. We don't need to tell you it's more than being in charge of the store and keeping customers happy.